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The control and sale of alcoholic beverages in Canada



Fiscal year ended
March 31, 2003



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Statistics Canada
Public Institutions Division
System of National Accounts Branch

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Fiscal year ended
March 31, 2003

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Symbols

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- . not available for any reference period
- .. not available for a specific reference period
- ... not applicable
- 0 true zero or a value rounded to zero
- 0^s value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
- p preliminary
- r revised
- x confidential to meet secrecy requirements of the *Statistics Act*
- E use with caution
- F too unreliable to be published

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Highlights

- Beer is still by far the most popular alcoholic beverage among Canadian consumers, but their tastes are swinging more and more to imported brands. As of March 31, 2003, imported beer had captured about 12.2% of Canada's total beer market in terms of value, up substantially from only 9.6% the year before.
- In total, Canada's beer and liquor stores and agencies sold nearly \$15.4 billion in beer, wine, and spirits during 2002/03, up 6.0% from the year before and 47.5% from 1992/93.
- Consumers purchased \$959.6 million in imported beer, up 34.7% from the previous year, the ninth annual increase in a row. During the same period, sales of domestic brands increased only 3.1% to \$6.9 billion.
- Gross profits from the control and sale of alcoholic beverages reached almost \$4.7 billion in 2002/03, up 5.8% from the previous year. Of that amount, \$3.4 billion was remitted to the provincial and territorial governments, a 7.8% gain.

Introduction

This publication contains selected statistics on the control and sale of alcoholic beverages in Canada, namely:

- The value and volume of domestic and imported alcoholic beverages sold by the kind of beverage
- Imports and exports of alcoholic beverages
- The net income from the sale of alcoholic beverages by provincial and territorial liquor authorities
- The revenue derived by the provincial and territorial governments from the control of alcoholic beverages

The statistical tables are divided into two sections:

1. Sales of alcoholic beverages
2. Financial statistics

The first set of tables (Tables 1-1 to 1-13) provide detailed provincial and territorial statistics on the value and volume of alcoholic beverages sold in 2001/02 by the type of beverage. Summary statistics are presented for the years 1997/98 to 2001/02 of both total sales and per capita sales (for the population aged 15 years and older). As well, tables are included on the import and export of alcoholic beverages.

The second set of tables (Tables 2-1 to 2-3) provides detailed current and summary historical statistics on the net income of the liquor authorities and the provincial and territorial government revenue from the control and sale of alcoholic beverages. To illustrate the connection between the different data series, reconciliation tables are included that link the net income statistics that are published in the annual reports of the liquor authorities to the data that are published in this report (Table 2-3).

Statistics on sales of alcoholic beverages by volume should not be equated with data on consumption. Sales volumes include only sales by liquor authorities and their agents, and sales by wineries and breweries and outlets that operate under license from the liquor authorities.

Consumption of alcoholic beverages would include all these sales, plus homemade wine and beer, wine and beer manufactured through brew-on-premises operations, all sales in duty-free shops and any unrecorded transactions.

Similarly, statistics on sales of alcoholic beverages by dollar value of sales should not be equated with consumer expenditures on alcoholic beverages. The sales data refer to the revenues received by liquor authorities etc, and these revenues include sales to licensed establishments such as bars and restaurants. The sales data do not, therefore, reflect the total amount spent by consumers on alcoholic beverages since the prices paid in licensed establishments are greater than the price paid by those establishments to the liquor authorities.

Per capita data is based on the population aged 15 and over.

Analysis

Beer is still by far the most popular alcoholic beverage among Canadian consumers, but their tastes are swinging more and more to imported brands, according to new data on sales.

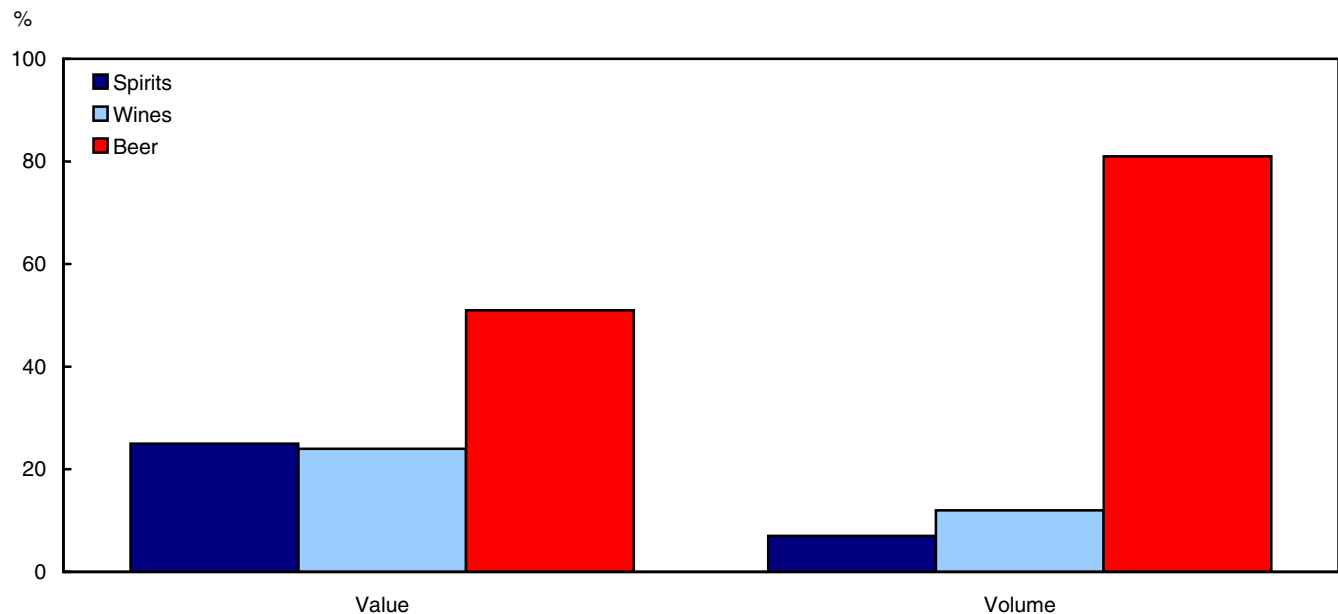
As of March 31, 2003, imported beer had captured about 12.2% of Canada's total beer market in terms of value. This was an increase from the proportion of only 9.6% the year before.

At the same time, consumer passion for spirit-based coolers was surging, while sales of wine coolers fell for the first time in eight years.

In addition, red wine continued to assert its dominance over white wine. However, domestic brands of white wine were wresting a growing chunk of the market from imported brands.

Chart 1

Distribution of sales of alcoholic beverages by value and volume - Fiscal year ended March 31, 2003



In total, Canada's beer and liquor stores and agencies sold nearly \$15.4 billion in beer, wine, and spirits during 2002/03, up 6.0% from the year before and 47.5% from 1992/93.

Text Table 1

Value of sales of alcoholic beverages per capita 15 years and over - Fiscal years ended March 31

Province	2002	2003	Percent change
	dollars		
Newfoundland and Labrador	625.5	669.0	7.0
Prince Edward Island	517.9	549.7	6.1
Nova Scotia	542.6	579.8	6.9
New Brunswick	506.0	525.5	3.9
Quebec	605.8	665.0	9.8
Ontario	556.7	584.2	4.9
Manitoba	494.1	506.3	2.5
Saskatchewan	465.2	495.0	6.4
Alberta	572.3	595.9	4.1
British Columbia	568.3	603.0	6.1
Yukon Territory	973.1	1,003.0	3.1
Northwest Territories ¹	837.5	862.0	2.9
Nunavut ¹
Canada	566.8	602.4	6.3

1. No per capita data available for Nunavut. The per capita sales of the Northwest Territories and Nunavut are combined since the distribution centre in Nunavut is not representative of all sales of the territory.

Beer accounted for 51% of total sales, spirits 25%, and wines 24%, roughly the same proportions as in 2001/02.

On a per capita basis, consumers purchased an average of 85.6 litres of beer, 13.1 litres of wine, and 7.5 litres of spirits in 2002/03. The year before, they bought, on average, 84.7 litres of beer, 12.4 litres of wine, and 7.1 litres of spirits.

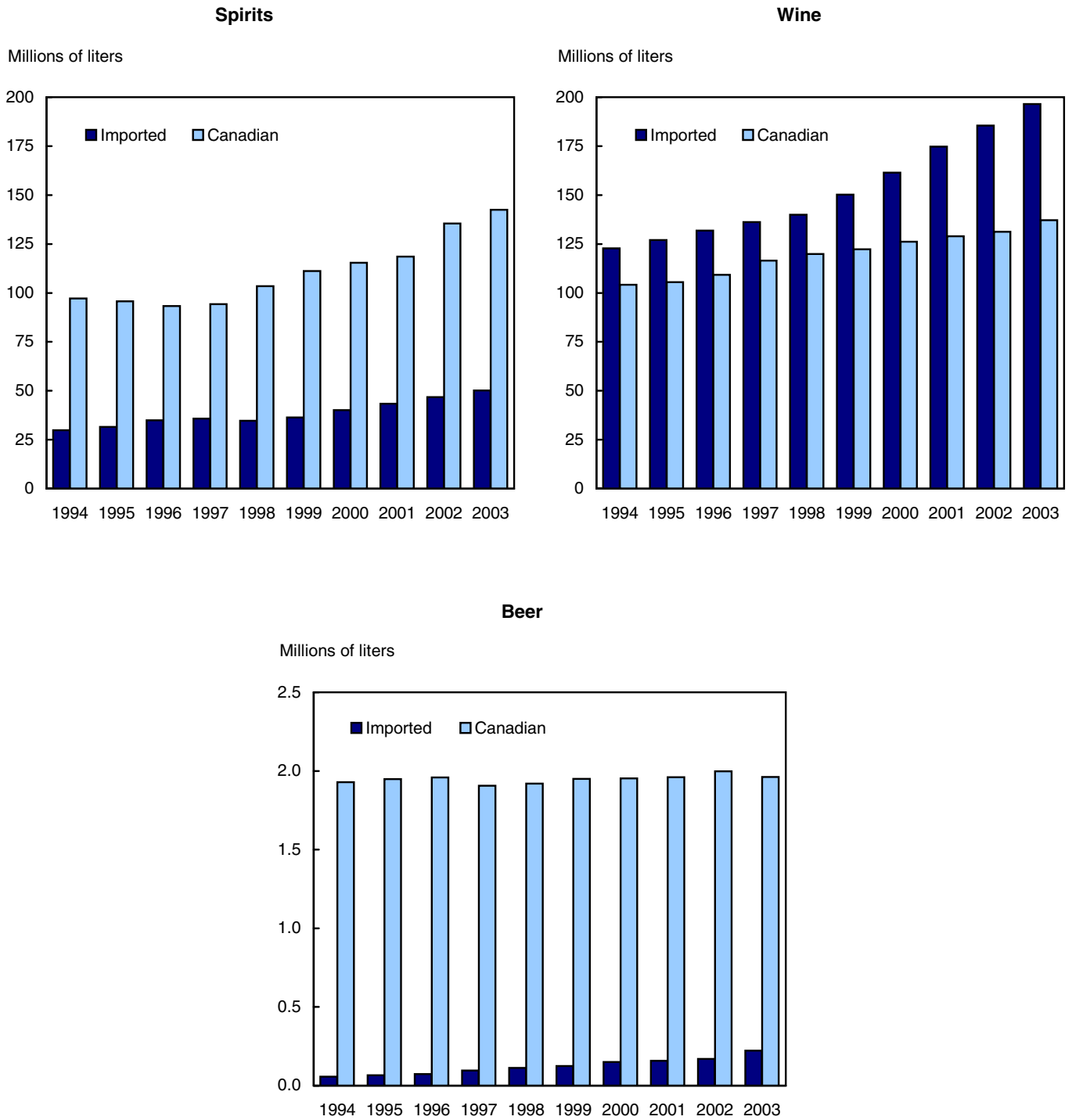
Beer: Sales of imported brands surging

In total, Canada's 3,225 beer and liquor stores and agencies sold nearly \$7.9 billion worth of beer in 2002/03, up 6.1% from the previous year and a 41.5% increase from a decade earlier.

Sales of imported brands increased at more than 10 times the pace of domestic brands during 2002/03

Chart 2

Sales of alcoholic beverages by volume - Fiscal years ended March 31



Consumers purchased \$959.6 million in imported beer, up 34.7% from the previous year, the ninth annual increase in a row. During the same period, sales of domestic brands increased only 3.1% to \$6.9 billion.

Sales of beer reached \$308 per person during 2002/03. Provincially, per capita sales were highest in Newfoundland and Labrador and lowest in Manitoba.

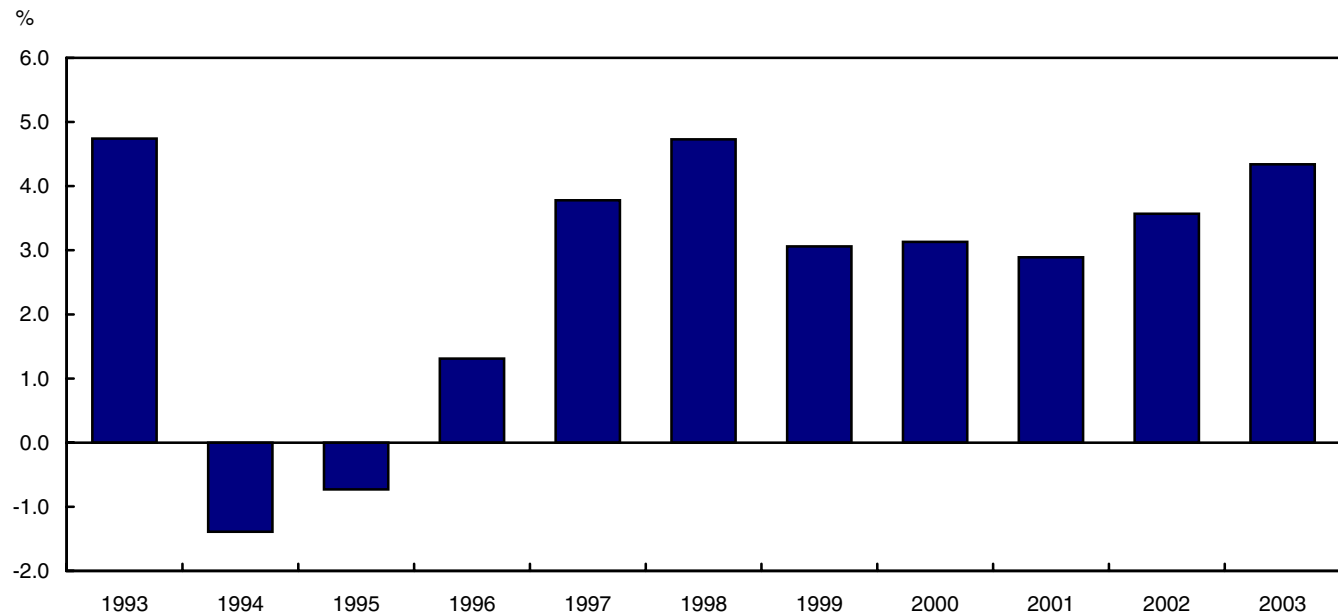
Text Table 2

Proportions of the sales of domestic and imported alcoholic beverages by volume to the total - Fiscal years ended March 31

Fiscal year	Canadian products				Import products			
	Spirits	Wines	Beer	Total	Spirits	Wines	Beer	Total
	percent							
1994	76.5	45.9	97.1	91.0	23.5	54.1	2.9	9.0
1995	75.2	45.4	96.7	90.5	24.8	54.6	3.3	9.5
1996	72.8	45.3	96.3	90.0	27.2	54.7	3.7	10.0
1997	72.4	46.1	95.2	88.7	27.6	53.9	4.8	11.3
1998	74.9	46.2	94.4	88.2	25.1	53.8	5.6	11.8
1999	75.4	44.9	94.0	87.5	24.6	55.1	6.0	12.5
2000	74.2	43.9	92.9	86.2	25.8	56.1	7.1	13.8
2001	73.2	42.5	92.6	85.5	26.8	57.5	7.4	14.5
2002	74.3	41.4	92.1	84.9	25.7	58.6	7.9	15.1
2003	74.0	41.1	89.8	82.7	26.0	58.9	10.2	17.3

Chart 3

Differential between the percentage changes of the value and the volume of sales of alcoholic beverages - Fiscal years ended March 31



Wine: Popularity of red wine still growing

In total, liquor stores and their agencies sold nearly \$3.7 billion worth of wines in 2002/03, up 9.3% from the previous year and nearly double the level from 1992/93.

Sales of wine reached almost \$145 per person during 2002/03. Provincially, per capita sales were highest by far in Quebec and lowest in Saskatchewan.

In terms of value, imported wines accounted for 70.4% of the total Canadian market in 2002/03, virtually the same share as in the previous year. However, the market share varied slightly for red and white varieties.

The popularity of red wine continued to grow. As of March 31, 2003, red wines had captured 56.9% of the red and white wine market in terms of volume, compared with 43.1% for white wines.

Sales of domestic red wines rose 15.1% in 2002/03, compared with a 12.0% increase among imported red wines. As a result, imported products held 72.9% of the red wine market as of March 31, 2003, compared with 27.1% for domestic brands. Quebec consumers bought 41.5% of all red wine sold in Canada in 2002/03.

In terms of white wines, sales of domestic varieties rose 7.7% in 2002/03, three times the growth rate of 2.4% among imported white wine. Imported white wine held 52.2% of the market share while domestic white wine held 47.8%.

Text Table 3

Sales of alcoholic beverages by value and by volume - Fiscal years ended March 31

Sales	Value			Volume		
	Total	Canadian	Imported	Total	Canadian	Imported
	thousands of dollars			thousands of litres		
Spirits						
1993	3,006,395	2,179,614	826,781	128,839	98,624	30,215
1994	2,985,372	2,158,904	826,468	127,007	97,106	29,901
1995	2,941,808	2,078,913	862,895	127,252	95,715	31,537
1996	2,939,773	2,037,394	902,379	128,145	93,251	34,894
1997	2,988,762	2,049,343	939,419	130,036	94,189	35,847
1998	3,097,913	2,146,286	951,627	138,251	103,541	34,710
1999	3,236,044	2,229,032	1,007,012	147,578	111,201	36,377
2000	3,367,329	2,271,056	1,096,272	155,415	115,358	40,057
2001	3,523,617	2,325,421	1,198,197	162,007	118,638	43,369
2002	3,716,100	2,437,980	1,278,121	182,313	135,537	46,777
2003	3,820,693	2,483,540	1,337,152	192,648	142,517	50,131
Wines						
1993	1,862,959	695,014	1,167,945	228,936	111,470	117,466
1994	1,902,079	686,164	1,215,915	226,935	104,184	122,751
1995	1,949,953	690,414	1,259,539	232,535	105,514	127,021
1996	2,075,644	730,683	1,344,961	240,997	109,200	131,797
1997	2,250,592	796,920	1,453,671	252,606	116,452	136,154
1998	2,411,376	842,319	1,569,057	259,894	119,945	139,948
1999	2,638,270	879,499	1,758,771	272,539	122,316	150,223
2000	2,931,337	926,886	2,004,451	287,622	126,187	161,435
2001	3,136,467	954,844	2,181,623	303,712	128,993	174,720
2002	3,383,031	1,004,209	2,378,822	316,688	131,212	185,476
2003	3,696,056	1,093,938	2,602,118	333,661	137,174	196,486
Beer						
1993	5,556,066	5,356,417	199,649	1,973,089	1,909,501	63,588
1994	5,431,852	5,253,154	178,698	1,985,690	1,928,834	56,856
1995	5,506,941	5,296,652	210,289	2,014,933	1,948,991	65,942
1996	5,639,698	5,389,098	250,600	2,033,041	1,958,780	74,261
1997	5,742,539	5,391,159	351,380	2,002,504	1,905,824	96,680
1998	6,204,357	5,782,851	421,506	2,033,197	1,920,139	113,058
1999	6,501,073	6,038,690	462,383	2,074,152	1,950,048	124,104
2000	6,722,910	6,125,365	597,545	2,103,377	1,953,192	150,185
2001	6,924,528	6,298,640	625,888	2,117,122	1,959,595	157,527
2002	7,412,651	6,700,307	712,344	2,167,879	1,997,645	170,233
2003	7,864,437	6,904,827	959,610	2,184,657	1,961,878	222,779
Total						
1993	10,425,420	8,231,045	2,194,375	2,330,864	2,119,595	211,269
1994	10,319,303	8,098,222	2,221,081	2,339,632	2,130,124	209,508
1995	10,398,702	8,065,979	2,332,723	2,374,720	2,150,220	224,500
1996	10,655,115	8,157,175	2,497,940	2,402,183	2,161,231	240,952
1997	10,981,893	8,237,422	2,744,471	2,385,146	2,116,465	268,681
1998	11,713,647	8,771,457	2,942,189	2,431,342	2,143,626	287,716
1999	12,375,387	9,147,222	3,228,165	2,494,269	2,183,565	310,704
2000	13,021,576	9,323,307	3,698,269	2,546,414	2,194,737	351,677
2001	13,584,612	9,578,905	4,005,707	2,582,842	2,207,226	375,616
2002	14,511,782	10,142,496	4,369,286	2,666,880	2,264,394	402,486
2003	15,381,186	10,482,305	4,898,881	2,710,967	2,241,570	469,396

Wine coolers: the passion cools

Liquor stores sold just over \$3.8 billion worth of spirits in 2002/03, up 2.8% from the previous year and an increase of only 27.1% from 1992/93.

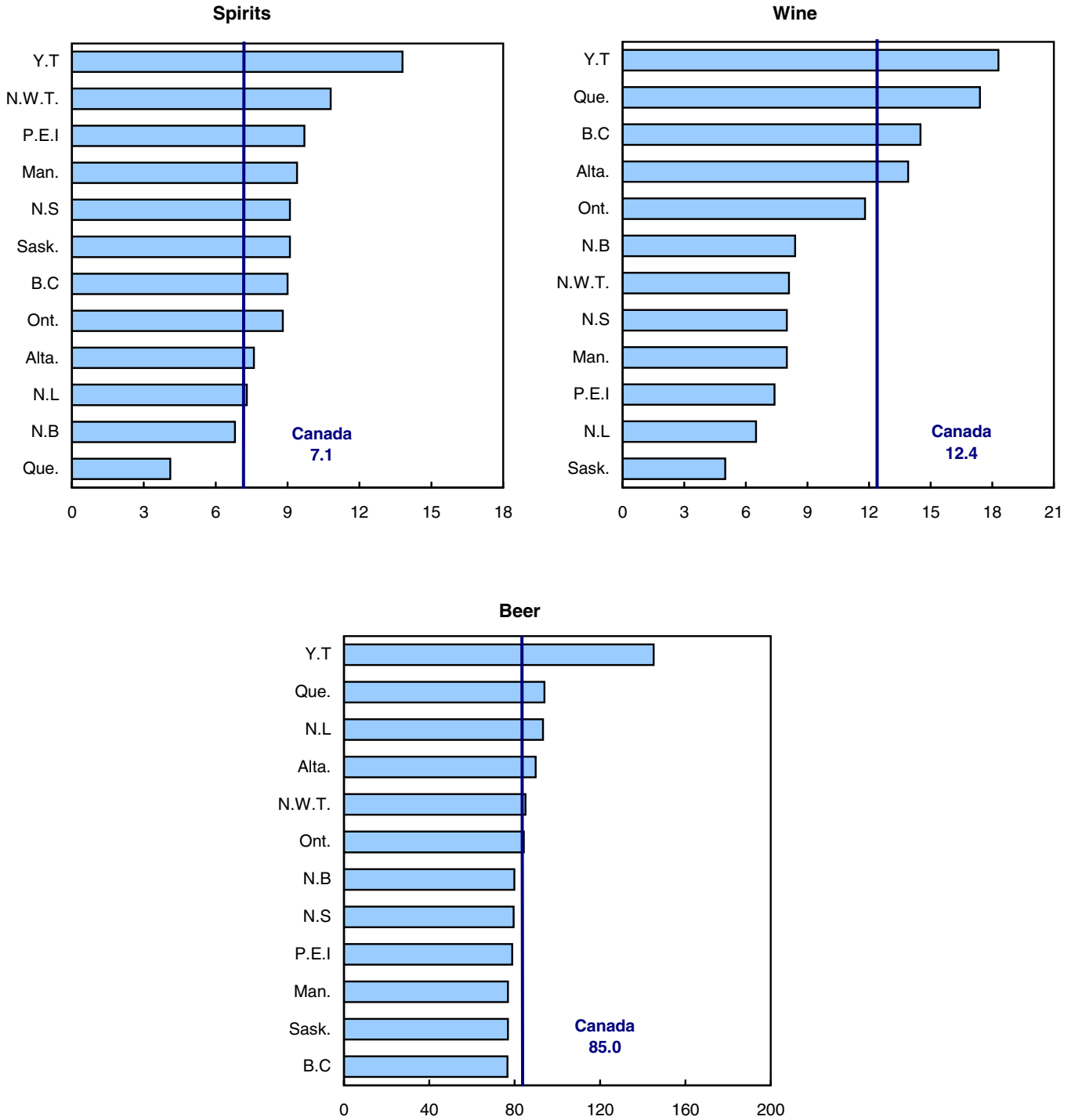
Sales of imported spirits climbed 4.6% to \$1.3 billion, while sales of domestic spirits grew 1.9% to \$2.5 billion. Among Canadian products, rum was the top seller, followed by vodka and whisky. Liqueurs were the leading imported product, at \$365.5 million, outpacing even whisky, at \$324.6 million.

Sales of spirits reached about \$150 per person during 2002/03. Provincially, per capita sales were highest in Newfoundland and Labrador and lowest in Quebec. However, Quebec registered the largest growth in sales of coolers during the year.

After declining during the early 1990s, sales of spirits recovered late in the decade, and have increased for seven years in a row. The recovery was due in part to the introduction of spirit-based coolers, sales of which grew strongly during the late 1990s.

Chart 4

Per capita sales by volume (aged 15 years and over) of alcoholic beverages by province and territory - Fiscal year ended March 31, 2003



Note: The per capita volume of Northwest Territories and Nunavut are combined since the distribution centre in Nunavut is not representative of all sales of this territory.

However, after several years of gains in both types of coolers, sales of wine-based coolers fell in 2002/03, while sales of spirit-based coolers remained strong.

Consumers purchased just over \$337.0 million in spirit-based coolers, both domestic and imported, up 21.3% from the previous year. At the same time, total sales of wine-based coolers fell 11.7% to just under \$98.4 million.

As a result, spirit-based coolers made up 77.4% of total cooler sales. The vast majority of this market share (90.8%) was held by domestic products.

Government profits rising

Gross profits from the control and sale of alcoholic beverages reached almost \$4.7 billion in 2002/03, up 5.8% from the previous year. Of that amount, \$3.4 billion was remitted to the provincial and territorial governments, a 7.8% gain.

On a per capita basis, provincially remitted profits were highest in Saskatchewan (\$228) followed by Alberta (\$215). Lowest revenues were in Quebec (\$88), followed by Prince Edward Island (\$90).

Text Table 4

Provincial and territorial government revenue from the control and sale of alcoholic beverages - Fiscal years ended March 31

Fiscal year	Net income from sales by liquor authorities ¹		Revenue from the control of the retail sale (licences, permits, etc.)		Total	
	Millions of dollars	Annual growth rate	Millions of dollars	Annual growth rate	Millions of dollars	Annual growth rate
1994	2,389	-0.2	709	-1.7	3,098	-0.5
1995	2,474	3.6	731	3.0	3,204	3.4
1996	2,526	2.1	736	0.8	3,262	1.8
1997	2,614	3.5	722	-2.0	3,336	2.3
1998	2,726	4.3	719	-0.3	3,446	3.3
1999	2,864	5.0	741	3.0	3,605	4.6
2000	2,958	3.3	769	3.8	3,727	3.4
2001	3,060	3.4	766	-0.4	3,825	2.6
2002	3,160	3.3	769	0.4	3,929	2.7
2003	3,236	2.4	766	-0.4	4,002	1.9

1. Available for distribution to provincial and territorial governments.

Related products

Selected publications from Statistics Canada

12-589-X	Guide to the public sector of Canada
68-213-S	Public sector statistics: Supplement
68-213-X	Public sector statistics
68F0023X	Financial Management System (FMS)

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183-0002	Public sector employment, wages and salaries, monthly (332 series)
183-0003	Federal government employment, wages and salaries in census metropolitan areas for the month of September, annual (Dollars unless otherwise noted) (52 series)
183-0004	Department of National Defence, military personnel and wages and salaries, monthly (32 series)
183-0005	Net income of liquor authorities and provincial and territorial government revenue, fiscal years ended March 31
183-0006	Sales of alcoholic beverages by volume, value and per capita 15 years and over, fiscal years ended March 31
183-0015	Sales of alcoholic beverages of liquor authorities, wineries and breweries, by value and volume
183-0016	Imports and exports of alcoholic beverages, by value and volume for selected countries
183-0017	Net income of provincial and territorial liquor authorities and government revenue from the control and sale of alcoholic beverages
183-0018	Reconciliation of net income of liquor authorities with total revenue specifically derived from the control and sale of alcoholic beverages
183-0019	Volume of sales of alcoholic beverages in litres of absolute alcohol and per capita 15 years and over
183-0020	Provincial and territorial retail trade of alcoholic beverages

385-0001	Consolidated federal, provincial, territorial and local government revenue and expenditure, for fiscal year ending March 31, annual (Dollars) (2056 series)
385-0002	Federal, provincial and territorial general government revenue and expenditure, for fiscal year ending March 31, annual (Dollars) (1058 series)
385-0003	Local government revenue and expenditure, annual (Dollars) (1005 series)
385-0004	Local general government revenue and expenditure, annual (Dollars) (1770 series)
385-0005	Federal, provincial and territorial non-autonomous pension plans, revenue and expenditure, annual (Dollars) (131 series)
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385-0007	University and college revenue and expenditures, annual (Dollars) (285 series)
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385-0016	Assets, liabilities and net worth of provincial and territorial government enterprises, by industry, annual (Dollars) (952 series)
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385-0023	Reconciliation of federal government revenue and expenditures per public accounts to a Financial Management Systems (FMS) basis, annual (Dollars) (99 series)
385-0024	Local general government revenue and expenditure, current and capital accounts, annual (Dollars) (2698 series)

Note on CANSIM

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Selected surveys from Statistics Canada

1726	Control and Sale of Alcoholic Beverages in Canada
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Statistical Tables

Table 1-1

Value of sales of alcoholic beverages of liquor authorities, wineries and breweries - Canadian and imported beverages, fiscal year ended March 31, 2003

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of dollars							
Canadian							
Spirits							
Alcohol	0	3	4	78	7,499	590	0
Brandy	174	102	603	509	15,289	11,079	960
Gin	855	192	1,425	2,197	31,783	31,490	1,980
Liqueurs	1,361	337	2,138	3,108	24,180	52,558	5,213
Rum	40,351	7,057	62,922	21,524	41,500	264,940	24,550
Whisky	20,343	3,875	21,382	21,843	18,838	177,709	60,888
Vodka	8,637	3,867	24,258	13,801	53,745	273,389	27,222
Others	102	379	95	1,660	408	3,145	300
Coolers	98	2,171	13,329	9,005	49,758	152,379	13,717
Total spirits	71,921	17,982	126,157	73,725⁵	243,000	967,280	134,830
Wines							
Cider	0	3	404	1,152	12,338	4,950	1,527
Sparkling	1,819	45	2,297	3,458	5,615	34,199	1,486
Others	4,918	3,769	19,811	15,427	161,098	384,315	21,028
Coolers	6,455	282	1,415	7,237 ¹	2,320	6,296	355
Total wines	13,192	4,100	23,927	27,275⁵	181,371	429,760	24,396
Beer	165,166	30,757	212,929	191,298⁵	2,050,558⁶	2,384,843	195,887
Total - Canadian beverages	250,279	52,838³	363,012	292,298⁵	2,474,929⁶	3,781,882	355,113
Imported							
Spirits							
Alcohol	0	0	0	0	0	0	0
Brandy	697	71	891	483	43,004	80,593	2,751
Gin	570	243	2,248	1,340	19,760	33,246	2,633
Liqueurs	7,726	1,458	11,724	3,136	89,056	95,439	17,929
Rum	3,665	409	2,180	1,795	14,084	13,973	3,643
Whisky	3,678	743	7,030	2,304	47,976	152,649	9,230
Vodka	461	288	2,766	884	22,008	83,842	5,938
Others	260	259	1,453	804	16,111	93,222	1,757
Coolers	513	134	0	0	2,018	22,521	304
Total spirits	17,569	3,605	28,291	10,745⁵	254,017	575,487	44,186
Wines							
Cider	98	0	62	0	70	3,303	45
Sparkling	865	281	2,734	524	45,336	69,144	2,505
Others	15,010	3,779	41,597	17,895	1,097,316	764,071	46,780
Coolers	1,004	0	0	3,752 ¹	503	1,341	0
Total wines	16,977	4,060	44,394	22,171⁵	1,143,224	837,858	49,330
Beer	4,612	457	11,662	1,140⁵	216,347⁶	518,232	16,800
Total - Imported beverages	39,158	8,122³	84,347	34,056⁵	1,613,588⁶	1,931,577	110,316

Table 1-1 – continued

Value of sales of alcoholic beverages of liquor authorities, wineries and breweries - Canadian and imported beverages, fiscal year ended March 31, 2003

	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
thousands of dollars							
Canadian							
Spirits							
Alcohol	0	0	65	0	8,238
Brandy	545	1,064	3,020	16	33,360
Gin	1,192	4,950	10,400	79	86,543
Liqueurs	3,128	8,375	10,695	277	111,370
Rum	26,303	68,451	86,380	1,011	644,989
Whisky	44,831	126,414	117,771	1,568	615,462
Vodka	33,107	92,470	101,423	1,620	633,539
Others	841	8,411	14,589	31	29,960
Coolers	13,318	0	50,559	750	790 ⁶	..	305,874
Total spirits	123,264	310,135	394,902	5,352	14,212⁶	782	2,483,540
Wines							
Cider	1,095	6,449	32,251	585	60,753
Sparkling	1,061	2,559	4,528	27	57,097
Others	14,888	51,087	215,336	1,492	893,170
Coolers	989	48,459	6,369	0	583 ⁶	..	80,760
Total wines	18,033	108,555	258,484	2,104	2,634⁶	107	1,093,938
Beer	199,784	640,432	801,466	11,843	17,257²	2,607	6,904,827
Total - Canadian beverages	341,081	1,059,122	1,454,852	19,299⁴	34,103⁶	3,496	10,482,305
Imported							
Spirits							
Alcohol	0	0	59	0	59
Brandy	969	12,657	10,496	130	152,742
Gin	1,270	6,933	17,272	151	85,667
Liqueurs	14,089	53,899	70,038	991	365,485
Rum	754	14,256	5,272	71	60,102
Whisky	6,845	36,367	57,167	593	324,582
Vodka	2,978	14,348	30,527	172	164,212
Others	789	21,885	14,359	155	151,053
Coolers	1,070	0	4,490	30	50 ⁶	..	31,129
Total spirits	28,764	160,344	209,679	2,294	2,055⁶	117	1,337,152
Wines							
Cider	0	2,167	746	0	6,491
Sparkling	1,046	9,574	17,152	117	149,278
Others	17,825	170,872	250,075	1,885	2,427,105
Coolers	0	7,840	3,068	35	50 ⁶	..	17,592
Total wines	18,872	190,453	271,041	2,037	1,599⁶	104	2,602,118
Beer	2,204	72,473	114,335	520	720	108	959,610
Total - Imported beverages	49,840	423,270	595,055	4,851⁴	4,374⁶	328	4,898,881

1. Includes unidentifiable amount of spirit based coolers.

2. Includes unidentifiable amount of cider.

3. Includes health tax of 25% on retail selling amounting to \$11,416.

4. Includes liquor tax of 10 cents to 25 cents on volume of retail sales amounting to \$2,418.

5. The distribution of the spirits, the wine and the beer for New Brunswick is based on 1997-1998 data.

6. Estimated data.

Table 1-2

Value of sales of alcoholic beverages of liquor authorities, wineries and breweries - Total Canadian and imported beverages, fiscal year ended March 31, 2003

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of dollars							
Canadian and imported beverages							
Spirits							
Alcohol	0	3	4	78	7,499	590	0
Brandy	871	173	1,494	992	58,294	91,672	3,711
Gin	1,425	436	3,673	3,536	51,543	64,737	4,613
Liqueurs	9,088	1,795	13,863	6,245	113,236	147,998	23,142
Rum	44,016	7,466	65,102	23,320	55,584	278,913	28,193
Whisky	24,020	4,618	28,412	24,147	66,814	330,359	70,118
Vodka	9,098	4,155	27,024	14,685	75,753	357,231	33,160
Others	362	637	1,548	2,463	16,519	96,367	2,057
Coolers	611	2,304	13,329	9,005	51,776	174,900	14,021
Total spirits	89,491	21,587	154,447	84,470	497,017	1,542,766	179,015
Wines							
Cider	98	3	466	1,152	12,408	8,252	1,572
Sparkling	2,684	326	5,031	3,983	50,951	103,343	3,991
Others	19,928	7,548	61,409	33,322	1,258,414	1,148,386	67,808
Coolers	7,459	282	1,415	10,990 ¹	2,823	7,637	355
Total wines	30,169	8,159	68,320	49,447⁶	1,324,596	1,267,618	73,726
Beer	169,778	31,214	224,592	192,437⁶	2,266,905⁷	2,903,075	212,687
Total Canadian and imported beverages	289,437	60,960⁴	447,359	326,354⁶	4,088,518⁷	5,713,459	465,429
Goods and Services Tax (GST) included	18,934	3,988	29,266	21,350	267,473	373,778	30,449
Discounts and rebates included	3,434	.	945	4,349	.	23,853	.
thousands of dollars							
	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
Canadian and imported beverages							
Spirits							
Alcohol	0	0	124	0	8,297
Brandy	1,514	13,721	13,515	146	186,102
Gin	2,462	11,882	27,672	230	172,210
Liqueurs	17,216	62,274	80,733	1,268	476,856
Rum	27,057	82,707	91,652	1,082	705,091
Whisky	51,676	162,781	174,938	2,162	940,044
Vodka	36,085	106,818	131,950	1,792	797,751
Others	1,630	30,296	28,949	186	181,013
Coolers	14,388	0	55,048	780 ²	840 ⁷	..	337,008
Total spirits	152,028	470,479	604,581	7,645	16,267⁷	899	3,820,693
Wines							
Cider	1,095	8,616	32,997	585	67,244
Sparkling	2,108	12,134	21,680	144	206,375
Others	32,713	221,959	465,411	3,378	3,320,275
Coolers	989	56,299	9,436	35 ²	633 ⁷	..	98,356
Total wines	36,904	299,007	529,525	4,141	4,233⁷	211	3,696,056
Beer	201,988	712,906	915,801	12,363	17,977³	2,715	7,864,437
Total Canadian and imported beverages	390,920	1,482,392	2,049,907	24,151⁵	38,477⁷	3,824	15,381,186
Goods and Services Tax (GST) included	25,574	96,979	134,106	1,580	2,517	250	1,006,248
Discounts and rebates included	55,417	87,998

1. Includes unidentifiable amount of spirit based coolers.

2. Spirit based coolers were previously included with wine based coolers.

3. Includes unidentifiable amount of cider.

4. Includes health tax of 25% on retail selling amounting to \$11,416.

5. Includes liquor tax of 10 cents to 25 cents on volume of retail sales amounting to \$2,418.

6. The distribution of the spirits, the wine and the beer for New Brunswick is based on 1997-1998 data.

7. Estimated data.

Table 1-3

Volume of sales of alcoholic beverages of liquor authorities, wineries and breweries - Canadian and imported beverages, fiscal year ended March 31, 2003

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of litres							
Canadian							
Spirits							
Alcohol	0	0	0	3	294	17	0
Brandy	7	4	21	20	636	308	39
Gin	31	7	49	87	1,422	893	79
Liqueurs	50	12	68	123	1,004	1,624	213
Rum	1,458	269	2,254	857	1,819	7,571	965
Whisky	727	150	759	870	777	15,264	2,373
Vodka	311	152	886	548	2,355	7,808	1,103
Others	3	43	8	68	10	85	13
Coolers	7	314	2,006	1,239	7,886	29,076	2,331
Total spirits	2,594	951	6,052	3,815³	16,202	62,646	7,116
Wines							
Cider	0	0	68	111	1,302	1,132	409
Sparkling	200	5	258	332	643	4,168	185
Others	502	449	2,432	1,480	23,398	41,593	2,479
Coolers	961	59	255	995 ¹	484	1,227	97
Total wines	1,663	514	3,014	2,918³	25,827	48,120	3,170
Beer²	39,339	8,648	58,497	49,265	541,272	692,980	66,165
Total - Canadian beverages	43,596	10,112	67,562	55,998³	583,301	803,746	76,451
Imported							
Spirits							
Alcohol	0	0	0	0	0	0	0
Brandy	20	2	24	19	1,342	2,503	94
Gin	20	8	77	53	837	657	99
Liqueurs	243	45	352	124	2,917	3,205	588
Rum	129	15	69	72	573	501	132
Whisky	107	21	205	90	1,456	5,633	281
Vodka	16	10	97	36	935	3,541	231
Others	6	8	110	33	480	3,516	60
Coolers	33	12	0	0	211	3,877	44
Total spirits	574	122	933	427³	8,750	23,434	1,529
Wines							
Cider	14	0	11	0	12	692	15
Sparkling	50	19	180	50	1,660	4,589	142
Others	947	287	2,983	1,718	79,636	61,916	4,030
Coolers	134	0	0	515 ¹	106	227	0
Total wines	1,145	307	3,175	2,283³	81,413	67,425	4,187
Beer²	1,012	100	2,839	293⁴	36,106⁴	131,819	4,397
Total - Imported beverages	2,731	529	6,947	3,003³	126,270	222,678	10,113

Table 1-3 – continued

Volume of sales of alcoholic beverages of liquor authorities, wineries and breweries - Canadian and imported beverages, fiscal year ended March 31, 2003

	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
	thousands of litres						
Canadian							
Spirits							
Alcohol	0	0	2	0	0	0	315
Brandy	23	44	133	1	0	0	1,234
Gin	45	207	425	3	4	0	3,251
Liqueurs	125	356	455	10	16	0	4,057
Rum	1,030	2,835	3,597	35	83	7	22,780
Whisky	1,741	5,295	4,630	52	84	5	32,727
Vodka	1,324	4,074	4,275	57	167	8	23,069
Others	19	339	508	1	0	0	1,096
Coolers	1,840	0	9,093	112	83	0	53,988
Total spirits	6,147	13,150	23,118	270	437	20	142,517
Wines							
Cider	320	1,812	7,854	127	70	0	13,205
Sparkling	139	348	491	4	4	0	6,777
Others	1,873	5,712	20,893	183	99	2	101,095
Coolers	275	10,200	1,482	..	62	0	16,097
Total wines	2,607	18,072	30,720	314	235	2	137,174
Beer ²	60,234	202,979	235,072	3,405	3,554	468	1,961,878
Total - Canadian beverages	68,988	234,201	288,910	3,989	4,226	490	2,241,570
Imported							
Spirits							
Alcohol	0	0	0	0	0	0	0
Brandy	29	336	421	4	3	0	4,796
Gin	45	270	635	5	2	0	2,708
Liqueurs	481	1,961	2,263	26	39	3	12,247
Rum	25	548	210	2	3	0	2,279
Whisky	214	1,158	1,625	13	12	1	10,816
Vodka	114	573	1,202	6	5	0	6,766
Others	17	1,003	405	2	4	0	5,644
Coolers	102	0	589	3	3	0	4,874
Total spirits	1,027	5,849	7,350	61	71	3	50,131
Wines							
Cider	0	461	146	0	4	0	1,355
Sparkling	55	622	767	5	5	0	8,144
Others	1,258	13,727	17,221	118	139	12	183,993
Coolers	..	1,576	430	4	2	0	2,994
Total wines	1,313	16,386	18,564	126	150	12	196,486
Beer ²	453	20,342	25,175	88	149	6	222,779
Total - Imported beverages	2,793	42,577	51,089	275	370	21	469,396

1. Includes unidentifiable amount of spirit based coolers.

2. Includes beer coolers.

3. The distribution of the spirits, the wine and the beer for New Brunswick is based on 1997-1998 data.

4. Estimated data.

Table 1-4

Volume of sales of alcoholic beverages of liquor authorities, wineries and breweries - Total Canadian and imported beverages, fiscal year ended March 31, 2003

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of litres							
Canadian and imported beverages							
Spirits							
Alcohol	0	0	0	3	294	17	0
Brandy	27	6	45	39	1,978	2,810	133
Gin	51	15	126	140	2,258	1,550	178
Liqueurs	293	57	420	247	3,921	4,829	801
Rum	1,587	284	2,323	929	2,392	8,072	1,097
Whisky	834	171	964	960	2,233	20,898	2,654
Vodka	327	162	983	584	3,291	11,349	1,334
Others	9	51	118	101	489	3,601	73
Coolers	40	327	2,006	1,239	8,097	32,953	2,375
Total spirits	3,168	1,073	6,985	4,242 ³	24,952	86,080	8,645
Wines							
Cider	14	0	79	111	1,314	1,826	424
Sparkling	250	24	438	382	2,303	8,757	327
Others	1,449	737	5,416	3,198	103,034	103,509	6,509
Coolers	1,095	59	255	1,510 ¹	591	1,454	97
Total wines	2,808	820	6,188	5,201 ³	107,240	115,546	7,357
Beer ²	40,351	8,748	61,336	49,558 ⁴	577,378 ⁴	824,799	70,562
Total Canadian and imported beverages	46,327	10,642	74,509	59,001 ³	709,571	1,026,425	86,564
thousands of litres							
Canadian and imported beverages							
Spirits							
Alcohol	0	0	2	0	0	0	315
Brandy	52	380	554	4	3	0	6,031
Gin	90	477	1,060	8	7	0	5,959
Liqueurs	606	2,317	2,718	36	55	3	16,303
Rum	1,055	3,383	3,807	38	86	7	25,060
Whisky	1,955	6,453	6,255	65	97	5	43,543
Vodka	1,438	4,647	5,477	63	172	8	29,835
Others	36	1,342	913	3	4	0	6,741
Coolers	1,942	0	9,682	115	86	0	58,862
Total spirits	7,174	18,999	30,468	332	508	23	192,648
Wines							
Cider	320	2,273	8,000	127	74	0	14,561
Sparkling	194	970	1,258	8	9	0	14,921
Others	3,131	19,439	38,114	300	238	14	285,088
Coolers	275	11,776	1,912	4	64	0	19,091
Total wines	3,920	34,458	49,284	440	385	14	333,661
Beer ²	60,687	223,321	260,247	3,493	3,703	474	2,184,657
Total Canadian and imported beverages	71,781	276,778	339,999	4,264	4,596	512	2,710,967

1. Includes unidentifiable amount of spirit based coolers.

2. Includes beer coolers.

3. The distribution of the spirits, the wine and the beer for New Brunswick is based on 1997-1998 data.

4. Estimated data.

Table 1-5

Value of sales of alcoholic beverages - Fiscal years ended March 31

	1999	2000	2001	2002	2003
	thousands of dollars				
Spirits					
Canada	3,236,044	3,367,329	3,523,617	3,716,100	3,820,693
Newfoundland and Labrador	86,223	88,881	93,665	86,333	89,491
Prince Edward Island	18,133	19,101	19,995	20,002	21,587
Nova Scotia	133,297	140,174	143,238	148,379	154,447
New Brunswick	74,294	77,650	79,698	81,636	84,470
Quebec	373,740	389,724	422,552	463,940	497,017
Ontario	1,284,843	1,360,241	1,423,970	1,512,277	1,542,766
Manitoba	164,526	169,352	170,989	175,815	179,015
Saskatchewan	145,417	147,646	149,178	152,471	152,028
Alberta	421,304	428,829	449,825	474,872	470,479
British Columbia	512,961	524,423	548,221	576,182	604,581
Yukon Territory	7,218	7,147	7,250	7,558	7,645
Northwest Territories	14,088	13,282	14,114	15,744	16,267
Nunavut	..	880	922	891	899
Wines					
Canada	2,638,270	2,931,337	3,136,467	3,383,031	3,696,056
Newfoundland and Labrador	18,690	21,842	23,887	25,178	30,169
Prince Edward Island	5,647	6,401	7,025	8,947	8,159
Nova Scotia	46,995	52,142	55,498	60,345	68,320
New Brunswick	31,324	35,766	38,992	43,367	49,447
Quebec	854,821	987,278	1,101,040	1,197,553	1,324,596
Ontario	943,600	1,040,831	1,091,355	1,162,613	1,267,618
Manitoba	58,482	64,509	64,653	69,324	73,726
Saskatchewan	31,264	33,709	34,160	35,361	36,904
Alberta	217,414	229,687	245,365	256,132	299,007
British Columbia	423,321	451,971	467,138	496,158	529,525
Yukon Territory	3,564	3,648	3,701	3,888	4,141
Northwest Territories	3,148	3,347	3,452	3,962	4,233
Nunavut	..	206	203	203	211
Beer					
Canada	6,501,073	6,722,910	6,924,528	7,412,651	7,864,437
Newfoundland and Labrador	154,651	157,490	159,199	165,936	169,778
Prince Edward Island	26,742	27,980	28,644	29,882	31,214
Nova Scotia	180,846	204,508	202,853	214,787	224,592
New Brunswick	166,832	179,574	181,359	191,587	192,437
Quebec ¹	1,924,925	1,969,668	1,926,958	2,069,098	2,266,905
Ontario	2,270,045	2,392,633	2,575,799	2,772,311	2,903,075
Manitoba	183,516	187,221	193,241	207,047	212,687
Saskatchewan	168,470	172,345	177,160	184,604	201,988
Alberta	565,388	581,327	604,814	672,415	712,906
British Columbia	831,652	821,169	844,551	873,077	915,801
Yukon Territory	11,412	11,623	11,648	11,918	12,363
Northwest Territories	16,595	15,057	15,712	17,294	17,977
Nunavut	..	2,314	2,592	2,695	2,715
Total alcoholic beverages					
Canada	12,375,387	13,021,576	13,584,612	14,511,782	15,381,186
Newfoundland and Labrador	259,564	268,213	276,750	277,447	289,437
Prince Edward Island	50,522	53,482	55,664	58,831	60,960
Nova Scotia	361,137	396,824	401,588	423,511	447,359
New Brunswick	272,451	292,989	300,048	316,589	326,354
Quebec ¹	3,153,486	3,346,670	3,450,549	3,730,591	4,088,518
Ontario	4,498,488	4,793,705	5,091,124	5,447,201	5,713,459
Manitoba	406,524	421,082	428,883	452,186	465,429
Saskatchewan	345,152	353,700	360,498	372,436	390,920
Alberta	1,204,106	1,239,843	1,300,004	1,423,419	1,482,392
British Columbia	1,767,933	1,797,563	1,859,910	1,945,416	2,049,907
Yukon Territory	22,194	22,418	22,599	23,366	24,151
Northwest Territories	33,830	31,686	33,278	37,001	38,477
Nunavut	..	3,400	3,717	3,790	3,824

1. The current year figure for imported beer is estimated.

Table 1-6

 Value of sales of alcoholic beverages per capita¹ 15 years and over - Fiscal years ended March 31

	1999	2000	2001	2002	2003
	dollars				
Spirits					
Canada	133.1	137.0	141.5	145.1	149.6
Newfoundland and Labrador	194.3	200.2	211.0	194.6	206.9
Prince Edward Island	168.0	174.0	180.5	176.1	194.6
Nova Scotia	176.1	183.3	186.1	190.1	200.2
New Brunswick	121.2	126.0	128.7	130.5	136.0
Quebec	62.5	64.8	69.8	75.3	80.8
Ontario	140.8	147.1	151.3	154.6	157.7
Manitoba	184.0	188.1	188.8	192.1	194.7
Saskatchewan	182.5	184.3	186.1	190.4	192.5
Alberta	184.8	184.2	189.0	190.9	189.1
British Columbia	157.7	159.7	164.9	168.3	177.8
Yukon Territory	293.8	294.8	300.5	314.8	317.5
Northwest Territories ³	293.9	304.6	319.9	341.6	349.8
Nunavut ³	..	0.0
Wines					
Canada	108.5	119.3	126.0	132.1	144.7
Newfoundland and Labrador	42.1	49.2	53.8	56.8	69.7
Prince Edward Island	52.3	58.3	63.4	78.8	73.6
Nova Scotia	62.1	68.2	72.1	77.3	88.6
New Brunswick	51.1	58.0	63.0	69.3	79.6
Quebec	143.0	164.2	181.8	194.5	215.5
Ontario	103.4	112.6	116.0	118.8	129.6
Manitoba	65.4	71.6	71.4	75.8	80.2
Saskatchewan	39.2	42.1	42.6	44.2	46.7
Alberta	95.4	98.6	103.1	111.0	120.2
British Columbia	130.2	137.6	140.5	144.9	155.8
Yukon Territory	145.1	150.5	153.4	161.9	172.0
Northwest Territories ³	68.3	76.4	77.8	85.5	90.6
Nunavut ³	..	0.0
Beer					
Canada	267.4	273.5	278.2	289.5	308.0
Newfoundland and Labrador	348.5	354.7	358.7	374.1	392.4
Prince Edward Island	247.7	255.0	258.6	263.1	281.4
Nova Scotia	239.0	267.4	263.6	275.2	291.1
New Brunswick	272.2	291.4	292.8	306.2	309.8
Quebec ²	322.1	327.6	318.2	336.0	368.7
Ontario	248.8	258.2	273.7	283.3	296.8
Manitoba	205.2	207.9	213.3	226.3	231.4
Saskatchewan	211.4	215.1	220.9	230.6	255.7
Alberta	248.0	249.7	254.1	270.4	286.6
British Columbia	255.7	250.0	254.0	255.1	269.4
Yukon Territory	464.5	479.5	482.8	496.3	513.5
Northwest Territories ³	359.8	373.6	389.4	410.4	421.7
Nunavut ³	..	0.0
Total alcoholic beverages					
Canada	509.0	529.8	545.7	566.8	602.4
Newfoundland and Labrador	584.9	604.1	623.6	625.5	669.0
Prince Edward Island	468.1	487.3	502.5	517.9	549.7
Nova Scotia	477.2	518.9	521.8	542.6	579.8
New Brunswick	444.6	475.5	484.5	506.0	525.5
Quebec ²	527.7	556.6	569.7	605.8	665.0
Ontario	493.1	518.5	541.1	556.7	584.2
Manitoba	454.6	467.6	473.5	494.1	506.3
Saskatchewan	433.2	441.5	449.6	465.2	495.0
Alberta	528.2	532.5	546.2	572.3	595.9
British Columbia	543.6	547.3	559.4	568.3	603.0
Yukon Territory	903.4	924.8	936.8	973.1	1,003.0
Northwest Territories ³	721.9	754.6	787.1	837.5	862.0
Nunavut ³	..	0.0

1. Per capita values may not add due to rounding (total products).

2. The current year figure for imported beer is estimated.

3. No per capita data available for Nunavut. The per capita sales of the Northwest Territories and Nunavut are combined since the distribution centre in Nunavut is not representative of all sales of the territory.

Table 1-7

Volume of sales of alcoholic beverages - Fiscal years ended March 31

	1999	2000	2001	2002	2003
	thousands of litres				
Spirits					
Canada	147,578	155,415	162,007	182,313	192,648
Newfoundland and Labrador	3,135	3,221	3,382	3,148	3,168
Prince Edward Island	757	824	883	942	1,073
Nova Scotia	5,613	5,989	6,433	6,888	6,985
New Brunswick	3,523	3,721	3,799	3,993	4,242
Quebec	15,496	16,225	17,832	21,899	24,952
Ontario	63,173	68,161	69,925	80,554	86,080
Manitoba	7,412	7,652	7,791	8,353	8,645
Saskatchewan	6,490	6,569	6,782	7,197	7,174
Alberta	18,320	18,448	19,105	19,956	18,999
British Columbia	22,896	23,860	25,316	28,619	30,468
Yukon Territory	315	302	299	332	332
Northwest Territories	448	418	433	407	508
Nunavut	..	25	27	25	23
Wines					
Canada	272,539	287,622	303,712	316,688	333,661
Newfoundland and Labrador	1,810	2,069	2,291	2,492	2,808
Prince Edward Island	650	695	741	575	820
Nova Scotia	5,071	5,572	5,732	6,001	6,188
New Brunswick	3,635	4,022	4,416	4,820	5,201
Quebec	84,667	91,812	98,985	102,777	107,240
Ontario	93,168	98,094	102,884	106,423	115,546
Manitoba	6,544	6,895	6,948	7,264	7,357
Saskatchewan	3,728	3,860	3,908	4,025	3,920
Alberta	27,782	28,144	30,757	33,757	34,458
British Columbia	44,728	45,692	46,279	47,758	49,284
Yukon Territory	435	423	430	422	440
Northwest Territories	321	329	329	361	385
Nunavut	..	15	13	13	14
Beer					
Canada	2,074,152	2,103,377	2,117,122	2,167,879	2,184,657
Newfoundland and Labrador	39,811	41,538	41,138	42,210	40,351
Prince Edward Island	8,240	8,479	8,538	9,386	8,748
Nova Scotia	58,846	60,806	60,380	61,627	61,336
New Brunswick	47,302	49,596	49,162	50,864	49,558
Quebec ¹	563,896	572,930	565,276	578,829	577,378
Ontario	750,435	769,104	785,781	800,964	824,799
Manitoba	68,979	68,585	69,456	71,302	70,562
Saskatchewan	57,915	59,837	59,019	61,491	60,687
Alberta	208,081	208,684	210,994	223,951	223,321
British Columbia	263,471	256,564	260,149	259,686	260,247
Yukon Territory	3,520	3,556	3,501	3,462	3,493
Northwest Territories	3,656	3,248	3,268	3,646	3,703
Nunavut	..	450	460	461	474
Total alcoholic beverages					
Canada	2,494,269	2,546,414	2,582,842	2,666,880	2,710,967
Newfoundland and Labrador	44,756	46,828	46,811	47,850	46,327
Prince Edward Island	9,648	9,998	10,162	10,903	10,642
Nova Scotia	69,529	72,367	72,545	74,516	74,509
New Brunswick	54,460	57,339	57,377	59,677	59,001
Quebec ¹	664,059	680,967	682,094	703,506	709,571
Ontario	906,776	935,359	958,590	987,941	1,026,425
Manitoba	82,935	83,132	84,195	86,919	86,564
Saskatchewan	68,133	70,266	69,709	72,713	71,781
Alberta	254,183	255,276	260,856	277,664	276,778
British Columbia	331,095	326,116	331,744	336,063	339,999
Yukon Territory	4,270	4,281	4,230	4,216	4,264
Northwest Territories	4,425	3,995	4,030	4,414	4,596
Nunavut	..	490	500	499	512

1. The current year figure for imported beer is estimated.

Table 1-8

Volume of sales of alcoholic beverages per capita¹ 15 years and over - Fiscal years ended March 31

	1999	2000	2001	2002	2003
	litres				
Spirits					
Canada	6.1	6.3	6.5	7.1	7.5
Newfoundland and Labrador	7.1	7.3	7.6	7.1	7.3
Prince Edward Island	7.0	7.5	8.0	8.3	9.7
Nova Scotia	7.4	7.8	8.4	8.8	9.1
New Brunswick	5.7	6.0	6.1	6.4	6.8
Quebec	2.6	2.7	2.9	3.6	4.1
Ontario	6.9	7.4	7.4	8.2	8.8
Manitoba	8.3	8.5	8.6	9.1	9.4
Saskatchewan	8.1	8.2	8.5	9.0	9.1
Alberta	8.0	7.9	8.0	8.0	7.6
British Columbia	7.0	7.3	7.6	8.4	9.0
Yukon Territory	12.8	12.5	12.4	13.8	13.8
Northwest Territories ³	9.7	9.5	9.8	8.9	10.8
Nunavut ³
Wines					
Canada	11.2	11.7	12.2	12.4	13.1
Newfoundland and Labrador	4.1	4.7	5.2	5.6	6.5
Prince Edward Island	6.0	6.3	6.7	5.1	7.4
Nova Scotia	6.7	7.3	7.4	7.7	8.0
New Brunswick	5.9	6.5	7.1	7.7	8.4
Quebec	14.2	15.3	16.3	16.7	17.4
Ontario	10.2	10.6	10.9	10.9	11.8
Manitoba	7.3	7.7	7.7	7.9	8.0
Saskatchewan	4.7	4.8	4.9	5.0	5.0
Alberta	12.2	12.1	12.9	13.6	13.9
British Columbia	13.8	13.9	13.9	14.0	14.5
Yukon Territory	17.7	17.4	17.8	17.6	18.3
Northwest Territories ³	7.0	7.4	7.3	7.7	8.1
Nunavut ³
Beer					
Canada	85.3	85.6	85.0	84.7	85.6
Newfoundland and Labrador	89.7	93.6	92.7	95.2	93.3
Prince Edward Island	76.3	77.3	77.1	82.6	78.9
Nova Scotia	77.8	79.5	78.4	79.0	79.5
New Brunswick	77.2	80.5	79.4	81.3	79.8
Quebec ²	94.4	95.3	93.3	94.0	93.9
Ontario	82.3	83.2	83.5	81.9	84.3
Manitoba	77.1	76.2	76.7	77.9	76.8
Saskatchewan	72.7	74.7	73.6	76.8	76.8
Alberta	91.3	89.6	88.6	90.0	89.8
British Columbia	81.0	78.1	78.2	75.9	76.6
Yukon Territory	143.3	146.7	145.1	144.2	145.1
Northwest Territories ³	79.3	79.5	79.3	84.3	85.1
Nunavut ³
Total alcoholic beverages					
Canada	102.6	103.6	103.8	104.2	106.2
Newfoundland and Labrador	100.9	105.5	105.5	107.9	107.1
Prince Edward Island	89.4	91.1	91.7	96.0	96.0
Nova Scotia	91.9	94.6	94.3	95.5	96.6
New Brunswick	88.9	93.1	92.6	95.4	95.0
Quebec ²	111.1	113.3	112.6	114.2	115.4
Ontario	99.4	101.2	101.9	101.0	104.9
Manitoba	92.7	92.3	92.9	95.0	94.2
Saskatchewan	85.5	87.7	86.9	90.8	90.9
Alberta	111.5	109.6	109.6	111.6	111.3
British Columbia	101.8	99.3	99.8	98.2	100.0
Yukon Territory	173.8	176.6	175.3	175.6	177.1
Northwest Territories ³	95.9	96.5	96.4	100.9	104.1
Nunavut ³

1. Per capita values may not add due to rounding (total products).

2. The current year figure for imported beer is estimated.

3. No per capita data available for Nunavut. The per capita sales of the Northwest Territories and Nunavut are combined since the distribution centre in Nunavut is not representative of all sales of the territory.

Table 1-9

Volume of sales of alcoholic beverages in litres of absolute alcohol - Fiscal years ending March 31

	1999	2000	2001	2002	2003
	thousands of litres				
Spirits					
Canada	47,559	49,493	51,227	52,596	53,230
Newfoundland and Labrador	1,205	1,233	1,291	1,193	1,195
Prince Edward Island	258	272	279	285	303
Nova Scotia	1,884	1,977	2,008	2,029	2,008
New Brunswick	1,117	1,133	1,153	1,143	1,214
Quebec	5,320	5,518	5,979	6,184	6,363
Ontario	18,830	20,285	20,974	21,619	21,932
Manitoba	2,444	2,464	2,461	2,465	2,467
Saskatchewan	2,106	2,115	2,117	2,128	2,069
Alberta	6,855	6,860	7,154	7,487	7,136
British Columbia	7,300	7,406	7,552	7,815	8,255
Yukon	85	83	84	85	85
Northwest Territories	154	138	167	152	195
Nunavut	..	9	10	9	9
Wine					
Canada	30,363	32,050	33,940	35,363	37,229
Newfoundland and Labrador	174	195	212	225	247
Prince Edward Island	71	76	83	64	93
Nova Scotia	562	621	647	680	699
New Brunswick	366	400	430	456	494
Quebec	9,914	10,742	11,654	12,109	12,647
Ontario	10,742	11,292	11,901	12,291	13,234
Manitoba	723	768	782	822	839
Saskatchewan	400	419	428	439	425
Alberta	2,632	2,650	2,816	3,073	3,148
British Columbia	4,704	4,811	4,910	5,126	5,317
Yukon	44	43	44	44	46
Northwest Territories	33	33	32	35	38
Nunavut	..	2	2	2	2
Beer					
Canada	103,708	105,169	105,856	108,394	109,233
Newfoundland and Labrador	1,991	2,077	2,057	2,111	2,018
Prince Edward Island	412	424	427	469	437
Nova Scotia	2,942	3,040	3,019	3,081	3,067
New Brunswick	2,365	2,480	2,458	2,543	2,478
Quebec ¹	28,195	28,647	28,264	28,941	28,869
Ontario	37,522	38,455	39,289	40,048	41,240
Manitoba	3,449	3,429	3,473	3,565	3,528
Saskatchewan	2,896	2,992	2,951	3,075	3,034
Alberta	10,404	10,434	10,550	11,198	11,166
British Columbia	13,174	12,828	13,007	12,984	13,012
Yukon	176	178	175	173	175
Northwest Territories	183	162	163	182	185
Nunavut	..	23	23	23	24
Total alcoholic beverages					
Canada	181,630	186,712	191,023	196,353	199,692
Newfoundland and Labrador	3,370	3,505	3,559	3,528	3,459
Prince Edward Island	741	771	788	818	834
Nova Scotia	5,388	5,638	5,674	5,791	5,773
New Brunswick	3,848	4,013	4,041	4,142	4,185
Quebec ¹	43,429	44,907	45,896	47,234	47,878
Ontario	67,093	70,032	72,165	73,958	76,407
Manitoba	6,616	6,661	6,715	6,852	6,833
Saskatchewan	5,402	5,525	5,496	5,641	5,529
Alberta	19,890	19,944	20,519	21,757	21,451
British Columbia	25,178	25,045	25,469	25,925	26,585
Yukon	305	304	303	302	306
Northwest Territories	370	334	363	370	418
Nunavut	..	33	35	34	34

1. The current year figure for imported beer is estimated.

Table 1-10

Volume of sales of alcoholic beverages in litres of absolute alcohol per capita¹ 15 years and over - Fiscal years ended March 31

	1999	2000	2001	2002	2003
	litres				
Spirits					
Canada	2.0	2.0	2.1	2.1	2.1
Newfoundland and Labrador	2.7	2.8	2.9	2.8	2.8
Prince Edward Island	2.4	2.5	2.5	2.6	2.7
Nova Scotia	2.5	2.6	2.6	2.7	2.6
New Brunswick	1.8	1.8	1.9	1.8	2.0
Quebec	0.9	0.9	1.0	1.0	1.0
Ontario	2.1	2.2	2.2	2.3	2.2
Manitoba	2.7	2.7	2.7	2.7	2.7
Saskatchewan	2.6	2.6	2.6	2.7	2.6
Alberta	3.0	2.9	3.0	3.1	2.9
British Columbia	2.2	2.3	2.3	2.3	2.4
Yukon	3.4	3.4	3.5	3.6	3.5
Northwest Territories ³	3.3	3.2	3.8	3.4	4.2
Nunavut ³					
Wine					
Canada	1.2	1.3	1.4	1.4	1.5
Newfoundland and Labrador	0.4	0.4	0.5	0.5	0.6
Prince Edward Island	0.7	0.7	0.7	0.6	0.8
Nova Scotia	0.7	0.8	0.8	0.9	0.9
New Brunswick	0.6	0.6	0.7	0.7	0.8
Quebec	1.7	1.8	1.9	2.0	2.1
Ontario	1.2	1.2	1.3	1.3	1.4
Manitoba	0.8	0.9	0.9	0.9	0.9
Saskatchewan	0.5	0.5	0.5	0.6	0.5
Alberta	1.2	1.1	1.2	1.3	1.3
British Columbia	1.4	1.5	1.5	1.5	1.6
Yukon	1.8	1.8	1.8	1.8	1.9
Northwest Territories ³	0.7	0.7	0.7	0.8	0.8
Nunavut ³					
Beer					
Canada	4.3	4.3	4.3	4.3	4.3
Newfoundland and Labrador	4.5	4.7	4.6	4.9	4.7
Prince Edward Island	3.8	3.9	3.9	4.3	3.9
Nova Scotia	3.9	4.0	3.9	4.0	4.0
New Brunswick	3.9	4.0	4.0	4.1	4.0
Quebec ²	4.7	4.8	4.7	4.8	4.7
Ontario	4.1	4.2	4.2	4.2	4.2
Manitoba	3.9	3.8	3.8	3.9	3.8
Saskatchewan	3.6	3.7	3.7	3.9	3.8
Alberta	4.6	4.5	4.4	4.6	4.5
British Columbia	4.1	3.9	3.9	3.9	3.8
Yukon	7.2	7.3	7.3	7.2	7.3
Northwest Territories ³	4.0	4.0	4.0	4.3	4.3
Nunavut ³					
Total alcoholic beverages					
Canada	7.5	7.6	7.7	7.8	7.8
Newfoundland and Labrador	7.6	7.9	8.0	8.2	8.0
Prince Edward Island	6.9	7.0	7.1	7.4	7.5
Nova Scotia	7.1	7.4	7.4	7.6	7.5
New Brunswick	6.3	6.5	6.5	6.7	6.7
Quebec ²	7.3	7.5	7.6	7.8	7.8
Ontario	7.4	7.6	7.7	7.7	7.8
Manitoba	7.4	7.4	7.4	7.5	7.4
Saskatchewan	6.8	6.9	6.9	7.1	7.0
Alberta	8.7	8.6	8.6	9.0	8.6
British Columbia	7.7	7.6	7.7	7.7	7.8
Yukon	12.4	12.6	12.6	12.6	12.7
Northwest Territories ³	8.0	7.9	8.5	8.4	9.2
Nunavut ³					

1. Per capita values may not add due to rounding.

2. The current year figure for imported beer is estimated.

3. The per capita sales of the Northwest Territories and Nunavut are combined since the distribution centre in Nunavut is not representative of all sales of the territory.

Table 1-11

Volume of sales of wines by type - Fiscal years ended March 31

	1999			2000			2001		
	Canadian	Imported	Total	Canadian	Imported	Total	Canadian	Imported	Total
	thousands of litres								
Red wines									
Canada	30,948	73,704	104,653	35,724	83,314	119,038	35,894	95,737	131,631
Newfoundland and Labrador	113	349	462	111	402	513	131	459	590
Prince Edward Island	59	82	141	75	87	162	87	94	181
Nova Scotia	378	913	1,290	446	1,048	1,494	518	1,175	1,693
New Brunswick ¹	235	624	859	259	694	953	280	779	1,059
Quebec	10,005	33,316	43,321	11,622	38,020	49,642	12,074	45,820	57,894
Ontario	10,439	22,646	33,085	11,913	26,879	38,792	12,116	28,095	40,211
Manitoba	686	1,619	2,305	740	1,780	2,520	742	1,878	2,620
Saskatchewan	572	616	1,188	651	639	1,290	699	654	1,353
Alberta	2,097	5,043	7,140	2,624	4,646	7,270	1,870	7,415	9,285
British Columbia	6,304	8,382	14,686	7,217	8,989	16,206	7,308	9,237	16,545
Yukon Territory	50	51	101	55	55	110	60	56	116
Northwest Territories	10	64	74	11	68	79	9	68	77
Nunavut	0	7	7	0	7	7
White wines									
Canada	55,423	63,290	118,713	55,835	67,733	123,568	55,494	60,516	116,010
Newfoundland and Labrador	378	411	789	449	439	888	447	436	883
Prince Edward Island	238	121	358	262	123	384	223	113	336
Nova Scotia	1,323	1,173	2,496	1,401	1,268	2,669	1,409	1,253	2,662
New Brunswick ¹	918	709	1,626	1,013	785	1,798	1,093	881	1,974
Quebec	14,052	20,812	34,863	14,301	21,079	35,380	13,171	19,802	32,972
Ontario	22,356	24,172	46,528	23,152	27,588	50,740	22,695	24,651	47,346
Manitoba	1,500	1,490	2,990	1,510	1,700	3,210	1,445	1,500	2,945
Saskatchewan	1,094	567	1,661	1,086	565	1,651	1,031	524	1,555
Alberta	2,713	7,246	9,959	2,307	7,609	9,916	3,019	5,182	8,201
British Columbia	10,751	6,476	17,227	10,255	6,465	16,720	10,867	6,064	16,931
Yukon Territory	65	54	119	67	54	121	68	50	118
Northwest Territories	36	60	96	32	52	84	27	54	81
Nunavut	0	7	7	0	6	6
Unidentified wines									
Canada	35,944	13,230	49,174	34,625	10,392	45,017	37,605	18,467	56,072
Newfoundland and Labrador	402	157	559	510	158	668	647	171	818
Prince Edward Island	124	27	151	117	32	149	178	46	224
Nova Scotia	1,078	206	1,284	1,206	204	1,410	1,141	237	1,378
New Brunswick ¹	908	242	1,150	1,002	269	1,271	1,081	302	1,383
Quebec	2,621	3,862	6,483	2,442	4,348	6,791	2,319	5,799	8,118
Ontario	7,534	6,021	13,555	6,018	2,544	8,562	7,447	7,880	15,327
Manitoba	1,083	166	1,249	1,004	161	1,165	977	406	1,383
Saskatchewan	733	146	879	717	202	919	756	244	1,000
Alberta	9,469	1,214	10,683	9,866	1,092	10,958	11,417	1,854	13,271
British Columbia	11,644	1,171	12,815	11,402	1,364	12,766	11,294	1,509	12,803
Yukon Territory	210	5	215	187	5	192	187	9	196
Northwest Territories	138	13	151	155	11	166	161	10	171
Nunavut	0	1	1	0	0	0
Total wines									
Canada	122,316	150,223	272,539	126,187	161,435	287,622	128,993	174,720	303,712
Newfoundland and Labrador	893	917	1,810	1,070	999	2,069	1,225	1,066	2,291
Prince Edward Island	421	230	650	454	241	695	488	253	741
Nova Scotia	2,779	2,291	5,071	3,052	2,520	5,572	3,067	2,665	5,732
New Brunswick ¹	2,061	1,574	3,635	2,274	1,748	4,022	2,454	1,962	4,416
Quebec	26,678	57,989	84,667	28,365	63,447	91,812	27,564	71,421	98,985
Ontario	40,329	52,839	93,168	41,083	57,011	98,094	42,258	60,626	102,884
Manitoba	3,269	3,275	6,544	3,254	3,641	6,895	3,164	3,784	6,948
Saskatchewan	2,399	1,329	3,728	2,454	1,406	3,860	2,486	1,422	3,908
Alberta	14,279	13,503	27,782	14,797	13,347	28,144	16,306	14,451	30,757
British Columbia	28,699	16,029	44,728	28,874	16,818	45,692	29,469	16,810	46,279
Yukon Territory	325	110	435	309	114	423	315	115	430
Northwest Territories	184	137	321	198	131	329	197	132	329
Nunavut	1	14	15	0	13	13

Table 1-11 – continued

Volume of sales of wines by type - Fiscal years ended March 31

	2002			2003		
	Canadian	Imported	Total	Canadian	Imported	Total
thousands of litres						
Red wines						
Canada	37,633	103,766	141,399	43,316	116,227	159,543
Newfoundland and Labrador	149	482	631	178	516	694
Prince Edward Island	76	66	142	119	146	265
Nova Scotia	556	1,313	1,869	582	1,592	2,174
New Brunswick ¹	306	850	1,156	340	907	1,247
Quebec	11,732	50,035	61,767	12,192	54,060	66,252
Ontario	12,823	30,054	42,877	16,950	36,607	53,557
Manitoba	827	2,014	2,841	883	2,151	3,034
Saskatchewan	713	697	1,410	725	578	1,303
Alberta	2,180	8,158	10,338	2,483	8,655	11,138
British Columbia	8,191	9,949	18,140	8,767	10,848	19,615
Yukon Territory	70	61	131	82	69	151
Northwest Territories	10	80	90	14	91	105
Nunavut	0	7	7	1	7	8
White wines						
Canada	53,817	61,670	115,487	57,931	63,164	121,095
Newfoundland and Labrador	450	436	886	467	449	916
Prince Edward Island	181	105	286	281	135	416
Nova Scotia	1,447	1,332	2,780	1,354	1,331	2,685
New Brunswick ¹	1,193	962	2,155	1,296	1,029	2,325
Quebec	12,001	20,100	32,101	11,310	20,288	31,598
Ontario	21,396	25,029	46,425	25,920	26,480	52,399
Manitoba	1,476	1,557	3,033	1,422	1,568	2,990
Saskatchewan	1,022	522	1,544	1,007	504	1,511
Alberta	3,217	5,433	8,650	3,266	5,219	8,485
British Columbia	11,334	6,081	17,415	11,495	6,060	17,555
Yukon Territory	71	51	122	73	49	122
Northwest Territories	28	56	84	40	48	88
Nunavut	0	6	6	1	5	6
Unidentified wines						
Canada	39,733	20,070	59,802	35,927	17,095	53,022
Newfoundland and Labrador	803	172	975	1,018	180	1,198
Prince Edward Island	104	42	146	114	26	140
Nova Scotia	1,113	239	1,353	1,077	252	1,329
New Brunswick ¹	1,179	330	1,509	1,282	347	1,629
Quebec	2,357	6,553	8,909	2,325	7,065	9,390
Ontario	8,865	8,256	17,121	5,251	4,338	9,589
Manitoba	935	455	1,390	865	468	1,333
Saskatchewan	796	275	1,071	875	231	1,106
Alberta	12,633	2,136	14,769	12,323	2,512	14,835
British Columbia	10,611	1,592	12,203	10,458	1,656	12,114
Yukon Territory	161	8	169	158	8	167
Northwest Territories	176	12	187	180	12	192
Nunavut	0	0	0	0	0	0
Total wines						
Canada	131,182	185,506	316,688	137,174	196,486	333,661
Newfoundland and Labrador	1,402	1,090	2,492	1,663	1,145	2,808
Prince Edward Island	361	214	575	514	307	820
Nova Scotia	3,117	2,884	6,001	3,014	3,175	6,188
New Brunswick ¹	2,678	2,142	4,820	2,918	2,283	5,201
Quebec	26,089	76,688	102,777	25,827	81,413	107,240
Ontario	43,084	63,339	106,423	48,120	67,425	115,546
Manitoba	3,238	4,026	7,264	3,170	4,187	7,357
Saskatchewan	2,531	1,494	4,025	2,607	1,313	3,920
Alberta	18,030	15,727	33,757	18,072	16,386	34,458
British Columbia	30,136	17,622	47,758	30,720	18,564	49,284
Yukon Territory	302	120	422	314	126	440
Northwest Territories	214	147	361	235	150	385
Nunavut	0	13	13	2	12	14

1. Estimated data.

Table 1-12

Imports and exports of alcoholic beverages, by volume and by country - Fiscal year ended March 31, 2003

	Spirits (L.A.A.)	Wines	Beer
thousands of litres			
Imports			
Australia	.	20,248	.
Chile	.	22,177	.
France	2,243	55,128	.
Germany	.	4,188	15,479
Ireland	359	.	..
Italy	.	40,337	.
Jamaica	1,742	.	.
Mexico	..	.	45,154
Netherlands	.	.	44,410
United Kingdom	5,590	.	13,202
United States	9,979	31,837	46,942
Other countries	11,559	28,336	40,793
Total imports	31,472	202,250	205,980
Exports			
Japan	3,245	.	.
Sweden	532	.	.
Taiwan	.	514	.
United Kingdom	514	.	.
United States	56,064	35,798	394,746
Other countries	4,356	1,911	.
Total exports	64,712	38,222	394,746

Note: L.A.A. = Litres of absolute alcohol.

Table 1-13

Imports and exports of alcoholic beverages¹, by value and volume - Fiscal years ended March 31

Detail	1999	2000	2001	2002	2003
thousands of dollars					
By value					
Imports					
Spirits	225,926	242,637	275,482	303,361	301,656
Wines	766,715	843,801	921,936	940,435	1,054,428
Beer	150,389	196,665	220,243	255,510	307,142
Total imports	1,143,030	1,283,103	1,417,661	1,499,306	1,663,226
Exports of domestic stock					
Spirits	567,249	621,619	608,511	562,756	415,603
Wines	11,623	49,439	86,352	116,001	114,966
Beer	267,278	284,088	352,088	343,262	336,110
Total exports of domestic stock²	846,150	955,146	1,046,951	1,022,019	866,679
thousands of litres					
By volume					
Imports					
Spirits (L.A.A.)	23,507	27,067	28,951	30,626	31,472
Wines	214,219	224,529	248,578	249,247	202,250
Beer	131,851	159,816	164,876	178,643	205,980
Total imports	369,577	411,412	442,405	458,516	439,702
Exports of domestic stock					
Spirits (L.A.A.)	66,267	72,661	65,397	62,522	64,712
Wines	3,974	17,729	24,101	43,913	38,222
Beer	356,744	365,690	413,855	415,748	394,746
Total exports of domestic stock²	426,985	456,080	503,353	522,183	497,680

1. Total imports in this table may differ from the figures in CANSIM table 183-0015 and in the publication "The Control and Sale of Alcoholic Beverages in Canada", catalogue no. 63-202, tables 1-1, 1-2, 1-3 and 1-4, due to the fact that liquor authorities may import products in one year and store it for sale in a subsequent year. Also, the values in this table are based on the price in the country of origin.

2. Does not include foreign produce re-exported.

Note: L.A.A. = Litres of absolute alcohol.

Table 2-1

Net income of provincial and territorial liquor authorities and government revenue from the control and sale of alcoholic beverages¹ - Fiscal year ended March 31, 2003

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of dollars							
Liquor authorities							
Net income from sales							
Gross sales (including Goods and Services Tax (GST)) ²	126,492	60,960	441,784	326,354	1,833,488	3,311,373	465,429
Deduct:							
Deduct: Goods and Services Tax (GST)	8,275	3,989	28,902	21,351	119,948	216,632	30,449
Net sales	118,217	56,971	412,882	305,003	1,713,540	3,094,741	434,980
Deduct:							
Deduct: cost of goods sold ²	50,121	37,657	203,389	162,915	779,568	1,649,262	229,522
Gross profit on sales	68,096	19,313	209,493	142,088	933,972	1,445,479	205,458
Deduct:							
Deduct: administrative and general expenses less miscellaneous income	25,324	9,264	51,697	32,041	393,730	574,146	40,191
Net income from sales by liquor authorities	42,772	10,050	157,796	110,047	540,242	871,333	165,267
Government revenue (excluding remitted profits from liquor authorities)							
Sales tax ¹	0	11,416 ³	0	0	0	0	0
Licences and permits	49,498	80	5,168	3,428	140,033	535,118	2,380
Fines and confiscations	0	22	43	219	137	0	0
Total government revenue	49,498	11,517	5,210	3,647	140,170	535,118	2,380
Total of net income of liquor authorities and provincial and territorial government revenue	92,270	21,567	163,006	113,694	680,412	1,406,451	167,647
thousands of dollars							
	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
Liquor authorities							
Net income from sales							
Gross sales (including Goods and Services Tax (GST)) ²	390,920	1,481,031	2,005,235	24,151	38,477	3,824	10,509,516
Deduct:							
Deduct: Goods and Services Tax (GST)	25,574	96,890	131,184	1,581	2,518	249	687,541
Net sales	365,346	1,384,141	1,874,051	22,570	35,959	3,575	9,821,975
Deduct:							
Deduct: cost of goods sold ²	196,916	849,593	980,965	12,072	13,621	1,473	5,167,075
Gross profit on sales	168,430	534,548	893,086	10,498	22,338	2,102	4,654,901
Deduct:							
Deduct: administrative and general expenses less miscellaneous income	43,033	0	239,563	6,143	3,131	752	1,419,014
Net income from sales by liquor authorities	125,397	534,548	653,523	4,355	19,207	1,350	3,235,887
Government revenue (excluding remitted profits from liquor authorities)							
Sales tax ¹	0	0	0	2,418 ⁴	0	0	13,834
Licences and permits	1,028	6,535	6,901	117	589	463	751,337
Fines and confiscations	0	229	0	0	23	0	673
Total government revenue	1,028	6,764	6,901	2,535	612	463	765,843
Total of net income of liquor authorities and provincial and territorial government revenue	126,425	541,312	660,424	6,890	19,819	1,813	4,001,730

1. Excludes the general sales taxes levied by most provinces.
2. Includes discounts and rebates such as container refunds and bottle sales.
3. Health taxes (tax on all purchases from government liquor stores) under the Health Tax Act.
4. Taxes on sales of alcoholic beverages under the Liquor Ordinance of the Yukon Territory.

Table 2-2

Total of net income of provincial and territorial liquor authorities and government revenue from the control and sale of alcoholic beverages¹ - Fiscal years ended March 31

Province or territory	1994	1995	1996	1997	1998
thousands of dollars					
Canada	3,098,208	3,204,481	3,261,834	3,336,292	3,445,556
Newfoundland and Labrador	79,324	78,779	77,483	76,087	85,763
Prince Edward Island	18,266	18,524	19,267	18,700	19,012
Nova Scotia	119,884	118,654	119,990	122,036	125,510
New Brunswick	85,485	86,502	88,037	88,649	88,600
Quebec	448,057	443,407	476,977	494,652	507,203
Ontario	1,120,743	1,159,414	1,196,405	1,221,845	1,250,561
Manitoba	142,331	143,954	144,373	145,875	150,623
Saskatchewan	117,398	123,101	122,324	121,652	125,712
Alberta	381,758	436,256	420,016	430,172	456,154
British Columbia	562,089	573,917	572,926	592,589	612,045
Yukon Territory	7,237	6,555	7,656	7,782	7,903
Northwest Territories	15,636	15,418	16,380	16,253	16,470
Nunavut
	1999	2000	2001	2002	2003
thousands of dollars					
Canada	3,604,548	3,727,033	3,825,298	3,928,686	4,001,730
Newfoundland and Labrador	87,185	92,830	96,141	93,118	92,270
Prince Edward Island	19,134	20,408	20,482	21,211	21,567
Nova Scotia	136,410	141,526	144,638	151,434	163,006
New Brunswick	95,672	103,972	106,686	121,725	113,694
Quebec	542,986	574,704	617,786	628,717	680,412
Ontario	1,328,898	1,404,552	1,400,385	1,452,384	1,406,451
Manitoba	152,919	157,505	159,839	164,665	167,647
Saskatchewan	129,571	129,970	127,896	124,428	126,425
Alberta	474,042	461,219	476,310	499,449	541,312
British Columbia	614,056	615,496	649,026	643,373	660,424
Yukon Territory	7,027	6,978	7,088	7,062	6,890
Northwest Territories	16,647	16,074	16,830	18,944	19,819
Nunavut	..	1,799	2,191	2,176	1,813

1. Excludes the general sales taxes levied by most provinces.

Table 2-3

Reconciliation of net income of liquor authorities with total revenue specifically derived from the control and sale of alcoholic beverages - Fiscal year ended March 31, 2003

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of dollars							
Net income shown in the annual report of the liquor authority	92,270	10,070	157,865	110,047	540,379	873,841	166,348
Deduct:							
Revenue included in the income of the liquor authority deemed to be the liquor revenue of the province or territory:							
Deduct: sales tax	0	0	0	0	0	0	0
Deduct: licences and permits	-49,498	-80	-40	0	0	-4,319	-2,380
Deduct: fines and confiscations	0	0	-43	0	-137	0	0
Add:							
Expenses deducted from income by the liquor authority							
Add: policing and enforcement expenses	0	60	0	0	0	1,811	1,299
Add: maintenance of prisoners	0	0	14	0	0	0	0
Net income from sales by liquor authorities	42,772	10,050	157,796	110,047	540,242	871,333	165,267
Add:							
Add: liquor revenue of province and territory	49,498	80	83	0	137	4,319	2,380
Other provincial and territorial liquor revenues not included in income of liquor authority ¹							
Add: sales tax	0	11,416	0	0	0	0	0
Add: licences and permits	0	0	5,127	3,428	140,033	530,799	0
Add: fines and confiscations	0	22	0	219	0	0	0
Total of net income of liquor authorities and provincial and territorial government revenue	92,270	21,567	163,006	113,694	680,412	1,406,451	167,647
	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
thousands of dollars							
Net income shown in the annual report of the liquor authority	126,425	541,312	653,523	4,472	19,316	1,813	3,297,681
Deduct:							
Revenue included in the income of the liquor authority deemed to be the liquor revenue of the province or territory:							
Deduct: sales tax	0	0	0	0	0	0	0
Deduct: licences and permits	-1,028	-6,535	0	-117	-589	-463	-65,049
Deduct: fines and confiscations	0	-229	0	0	-23	0	-432
Add:							
Expenses deducted from income by the liquor authority							
Add: policing and enforcement expenses	0	0	0	0	503	0	3,673
Add: maintenance of prisoners	0	0	0	0	0	0	14
Net income from sales by liquor authorities	125,397	534,548	653,523	4,355	19,207	1,350	3,235,887
Add:							
Add: liquor revenue of province and territory	1,028	6,764	0	117	612	463	65,481
Other provincial and territorial liquor revenues not included in income of liquor authority ¹							
Add: sales tax	0	0	0	2,418	0	0	13,834
Add: licences and permits	0	0	6,901	0	0	0	686,288
Add: fines and confiscations	0	0	0	0	0	0	241
Total of net income of liquor authorities and provincial and territorial government revenue	126,425	541,312	660,424	6,890	19,819	1,813	4,001,730

1. Other provincial and territorial liquor revenue not included in income of liquor authority: Data collected by provincial and territorial government departments or agencies.

Concepts, coverage, sources, methods and data quality

Concepts

Statistics Canada's Financial Management System (FMS) contains standardized financial statistics for all agencies and levels of government in Canada. It has been developed over the past 50 years by Statistics Canada in co-operation with representatives of all levels of government, the academic community and business. Through the years, as government activities and user requirements for government financial data have changed, the FMS has been continually updated and improved.

This publication complements the financial statistics presented in the FMS series on provincial and territorial government business enterprise finance and on provincial and territorial government revenue and expenditure.

Coverage

This report covers the financial activities of the provincial and territorial liquor authorities with additional information on the value on the volume of sales of alcoholic beverages through all liquor authority stores and agencies and through stores operated by wineries and breweries. See Table 2 in Appendix I for further details of transactions that are included in these statistics.

Sources

Most of the data are derived from surveys completed by the liquor authorities and the annual reports of liquor authorities. The Brewer's Association of Canada supplies Quebec statistics on domestic and imported beer sales. Sales volume of imported beer has been provided beginning in 1996/97 only. It reflects sales of imported beer through the grocery channels. Other sales of imported beer are obtained from the Société des alcools du Québec. Details on imports and exports are provided by the International Trade Division of Statistics Canada.

Methods

Statistics are based on a census of all provincial and territorial liquor authorities. financial data are reconciled with annual reports of the liquor authorities. Non-financial data are edited for consistency and completeness and respondents are contacted to confirm or to explain variations.

The value of sales of alcoholic beverages excludes all general sales tax and the value of returnable containers. Until December 31, 1990, the federal sales tax was included in the value of sales at the retail level. With the introduction of the federal goods and services tax (GST) on January 1, 1991, the GST is imposed on the retail value of sales rather than included in the value of sales. In order that the value of sales remain comparable with the values of prior years, the goods and services tax has been added to the value of sales.

Per capita sales by value and volume are based on the population of inhabitants of 15 years of age and over. This is in accordance with the practice of Health Canada in presenting more realistic trends in the consumption of alcoholic beverages.

Volume of sales of alcoholic beverages in litres of absolute alcohol is calculated by multiplying the sales volume by the percentage of alcohol content. In the case of spirits, the percentage of alcohol content is 40% with the exception of liqueurs (20%) and spirit coolers (5%). The percentage of alcohol content for most wines ranges between 11% and 12%. Consequently, the conversion rate used for wines is estimated at 11.5%. However, some wines may

have an alcohol content above or below this range. The conversion rate used for wine based coolers is 5%. The conversion rate used for beer is also estimated at 5%. The alcohol content of most beers ranges between 4% and 6.5%.

Data quality

Data quality is generally described in terms of sampling and non-sampling errors. Sampling error is the error that may be attributed because a survey is conducted instead of a census. Since the data in this publication were obtained from a census of provincial and territorial liquor authorities no sampling error exists.

Non-sampling errors can occur in both censuses and sample surveys. They are difficult to measure and can arise during any of the survey activities. These errors are from an error in coverage, response errors, non-response errors or processing errors.

The data in this publication are based on the censuses of administrative documents of all liquor authorities, surveys completed by all liquor authorities and the public accounts of provincial and territorial government. The survey questionnaires were designed to reduce misinterpretation by respondents, careful editing practices are employed during and after data capture, ongoing communication is maintained with data suppliers and, where possible, survey data are compared to administrative records to help explain significant changes in the data. Finally, data are reconciled to those published in the annual reports of the liquor authorities. Therefore, it is our opinion that the data contained in the publication are of very good quality.

Appendix I

Provincial and territorial arrangements for the retail trade of alcoholic beverages

The provinces and territories have varied regulations and practices for the sale of alcoholic beverages. Each province and territory has a liquor authority that is responsible for the control and sale of alcoholic beverages in that jurisdiction. In most provinces, these liquor authorities manage retail stores and license agency stores. Agency stores are privately owned and operate under license from the liquor authorities, usually to provide services to residents of small or remote communities. The number of liquor authority stores, agencies and private sector liquor stores, by province and territory, is presented in Text table 1.

In 1993, Alberta announced that all liquor retailing would be privatized. By the end of 1993/94, 145 of the Alberta Liquor Control Board (ALCB) liquor stores were closed as a result of privatization. During this transition, the ALCB continued to maintain its regulatory function and its responsibility as the importer and wholesaler of liquor products.

In all provinces and territories, imported beer is sold only through the liquor authorities' stores and agencies. Domestic beer is sold under many different arrangements across Canada. In Ontario, the majority of beer is sold through Brewers Retail Inc., a company owned jointly by the major breweries. Some domestic beer is sold through Ontario liquor stores but over 90 percent of sales are through Brewers Retail. In Quebec, breweries sell beer directly to licensed establishments and to the general public in grocery stores and convenience stores. No domestic beer is sold in liquor authority outlets. In Newfoundland and Labrador, domestic beer is sold in grocery stores and convenience stores as well as in liquor stores. In all other provinces and both territories, domestic beer is sold in the liquor authorities' stores and agencies. As well, in Manitoba, Saskatchewan, Alberta, British Columbia and Northwest Territories, cased beer is sold by appropriately licensed hotels for consumption off the premises.

Text Table 1

Number of provincial and territorial liquor authorities stores and agencies - Fiscal years ended March 31

Province or territory	Fiscal Year 2002			Fiscal Year 2003		
	Liquor stores	Agency stores	Total liquor and agency stores	Liquor stores	Agency stores	Total liquor and agency stores
Newfoundland and Labrador	25	101	126	23	103	126
Prince Edward Island	18	1	19	20	1	21
Nova Scotia	101	9	110	101	8	109
New Brunswick	49	72	121	49	73	122
Quebec	380	399	779	398	403	801
Ontario	599	105	704	597	155	752
Manitoba	45	180	225	44	175	219
Saskatchewan	81	190	271	81	190	271
Alberta ¹
British Columbia	225	460	685	222	571	793
Yukon	7	0	7	6	0	6
Northwest Territories	0	5	5	0	5	5
Nunavut	0	0	0	0	0	0
Canada	1,530	1,522	3,052	1,541	1,684	3,225

1. Alberta retail stores were privatized in 1994.

In some provinces, wineries, breweries, microbreweries and their outlets also sell domestic wine and beer at the retail level under license from the liquor authorities. In the past five years, "brew-on-premises" operations have opened in Ontario, British Columbia and the Yukon for the production of both wine and beer. As well, brewpubs have opened in many provinces. Text table 2 provides an outline of the various types of wineries and brewing

establishments in the provinces and territories. As well, the footnotes provide an explanation of what sales statistics are included in the numbers in this report.

Text Table 2

Retail trade of alcoholic beverages in the provinces and territories - Fiscal year ended March 31, 2003

	Newfound- land and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	Yukon Northwest Territories	Nunavut
1. Wineries	Y	N	N	Y	Y	Y	N	N	Y	Y	N	N
2. Micro-breweries ¹	N	N	Y	Y	Y	Y	N	Y	Y	Y	N	N
3. Brewpub ²	N	N	N	N	Y	Y	N	Y	Y	Y	N	N
4. Brew-on-premises ³	N	N	N	N	N	Y	N	N	N	Y	Y	N
5. Cased beer sold in hotels	N	N	N	N	N	N	Y	Y	Y	Y	Y	N
6. Beer sold in grocery stores	Y	N	N	N	Y	N	N	N	N	N	N	N

1. For Ontario, only the sales of microbreweries through Brewers Retail outlets are included in the statistics. Not included are sales by the microbreweries to the licensees or sales through the micro-brewery retail outlets.
2. Only for British Columbia is the volume of beer produced by brewpubs included in these statistics. For Saskatchewan and Alberta, the revenue is included in Other Revenue.
3. No sales from the brew-on-premises are included in these statistics.

Text Table 3

Sales of alcoholic beverages, by vendor - Fiscal year ended March 31, 2003

Province or territory	Total liquor and agency stores	Wineries	Breweries	Total
thousands of dollars				
Value				
Newfoundland and Labrador	126,492	.	162,945	289,437
Prince Edward Island	60,960	.	.	60,960
Nova Scotia	441,784	1,715	3,860	447,359
New Brunswick	326,354	.	.	326,354
Quebec	1,833,488	.	2,255,030	4,088,518
Ontario	3,311,373	156,709	2,245,378	5,713,460
Manitoba	465,429	.	.	465,429
Saskatchewan	390,920	.	.	390,920
Alberta	1,481,031	..	1,361 ¹	..
British Columbia	2,005,235	41,639	3,032	2,049,906
Yukon	24,151	.	.	24,151
Northwest Territories	38,477	.	.	38,477
Nunavut	3,824	.	.	3,824
Canada	10,509,517	200,063	4,671,607	15,381,187
thousands of litres				
Volume				
Newfoundland and Labrador	7,469	.	38,858	46,327
Prince Edward Island	10,642
Nova Scotia	73,064	332	1,113	74,509
New Brunswick	59,001	.	.	59,001
Quebec	132,193	.	577,378	709,571
Ontario	354,790	16,783	654,852	1,026,425
Manitoba	86,564	.	.	86,564
Saskatchewan	71,781	.	.	71,781
Alberta	276,415	..	363	..
British Columbia	336,542	2,223	1,234 ¹	339,999
Yukon	4,264	.	.	4,264
Northwest Territories	4,596	.	.	4,596
Nunavut	512	.	.	512
Canada	1,417,833	19,338	1,273,798	2,710,969

1. Estimated data.

Appendix II

Glossary

Coolers: Spirits, wine or beer blended with non-alcohol beverages such as juices, sodas or colas. They have a concentration of alcohol that can vary depending on the product.

Cost of goods sold: Includes the value of the opening inventory, purchases of the period less the closing inventory excluding the goods and services tax and the provincial sales tax.

Government revenue: Revenue earned by provincial and territorial governments from the control of the retailing of alcoholic beverages such as special taxes, licenses and permits and fines and confiscations but excludes the general sales tax levied by most provinces.

Licenses and permits: Authorization given by governments allowing the manufacture and/or the sale of alcoholic beverages.

Litre of absolute alcohol: A litre of pure alcohol free of water.

Net income from sales: Total revenue of liquor authorities from the sale of alcoholic beverages less related expenses during the fiscal year.

Sparkling wines: Wines containing more than 7% of absolute alcohol by volume in which gas pressure in terms of atmosphere exceeds two at a temperature of 10°C. The term "absolute atmosphere" means the gauge pressure plus one.

Unidentified wines: Wines which do not belong to either red or white types or for which the breakdown between red and white is not available.